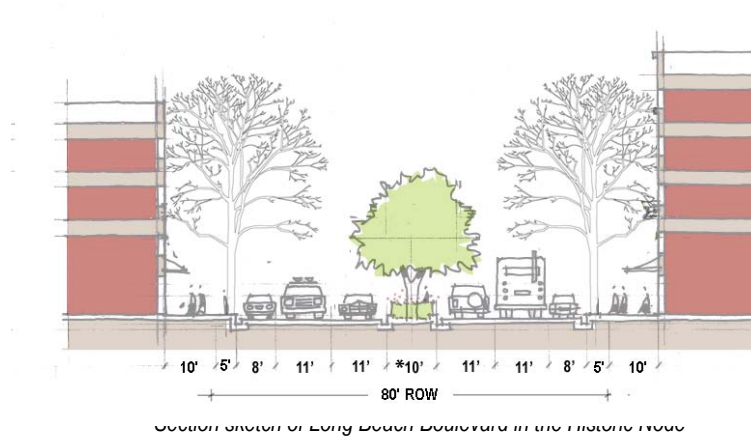


3.3 IMPLEMENTATION PLAN



** Medians with planting will occur where possible on Long Beach Boulevard*

Three Year Action Plan:

Actions to be taken in the short-term for implementation of the Historic Node plan follow the composite strategies and include three primary program categories: A. Walkability and Streetscape, B. Development, and C. Other Supporting Programs.

A. Walkability and Streetscape Program:

Short-term actions include:

- Study feasibility of converting narrow streets to one-way street system.
- Acquire necessary right-of-way to accommodate streetscape improvements.
- Develop Long Beach Boulevard Streetscape Improvements between 53rd Street and 55th Street and provide new landscaped medians on Long Beach Boulevard where feasible.

This will require the following action steps:

1. Hire a traffic engineering consultant to study feasibility of converting all east-west streets, 30 feet wide or less, north of Del Amo between Atlantic Avenue and Long Beach Boulevard, into a one-way street system.
2. Send out petitions to residents along one-way candidate streets to determine support.
3. Obtain City Council approval to amend Master Plan of Streets and Highways.
4. Install new one-way street signage.
5. Work with existing property owners to acquire any right-of-way needed to implement streetscape improvements.
6. Hire an engineering firm to design street work as well as the new sidewalks and medians, including street furniture and street trees in the sidewalks at the curbs and in the medians.
7. Design upgraded pedestrian crosswalks at all crossings of the two major intersections (Market Street and 53rd Street) on Long Beach Boulevard.
8. Secure approval of the streetscape design plan.
9. Develop specifications and construction drawings and advertise for construction bids.
10. Award bids for work, issue contract for construction and build the streetscape.



Former
Masonic
Temple -
5351-53
Long Beach
Boulevard

B. Development Program:

Short-term actions include:

- Implement and market a targeted façade program, including historical renovation and design guidelines.
- Acquire sites for additional public parking.
- Complete public parking improvements.

This will require the following action steps:

1. Implement and market a façade improvement program with design guidelines.
2. Identify and acquire site(s) for additional public parking
3. Relocate existing businesses or tenants as necessary.
4. Demolish unneeded buildings and clear site.
5. Develop specifications and construction drawings and advertise for construction bids.
6. Award bid for work, issue contract for construction and build the public parking.

C. Other Supporting Programs:

Short-term actions include:

- Develop litter abatement program.
- Develop plaque program to recognize historic use / historical architecture.
- Create business recruitment program.
- Develop marketing program.

This will require the following action steps:

1. Work with local businesses and community groups to develop and implement a litter abatement program.
2. Work with local businesses and community groups to develop and implement a plaque program that recognizes historic use / historical architecture.
3. Develop inventory of existing businesses and available properties, and distribute with demographic data to local real estate brokers. Update quarterly.
4. Identify existing successful businesses along corridors slated for conversion to residential and offer them incentives to relocate to the Historic Node.
5. Work with a real estate broker to develop and implement a program to market and attract new retail shops and restaurants to the area.
6. Develop logos for use in marketing materials.
7. Develop banner program and install banners.
8. Develop a newsletter to keep area businesses informed.

3.4 IMPLEMENTATION SCHEDULE

Activity	Lead Staff	Start Year	Completion Year	Budget
<u>Walkability & Streetscape Program</u>				
Study Feasibility of Converting Narrow Streets into One-way Streets	City Traffic Engineer	2004	2004	\$25,000
Acquire Necessary Public Right of Way for Streetscape Improvements	Development Project Manager	2005	2006	N/A
Develop Long Beach Boulevard Streetscape Improvements between 53rd Street and 55th Street	Redevelopment Project Officer	2005	2006	\$1,500,000
<u>Development Program</u>				
Implement and Market a Targeted Façade Program, including Historical Renovation	Development Project Manager	2005	2006	\$500,000
Acquire sites for additional Public Parking	Redevelopment Project Officer	2005	2005	\$500,000
Complete Public Parking Improvements	Redevelopment Project Officer	2005	2006	\$100,000
<u>Other Supporting Programs</u>				
Develop Anti-Litter Campaign	Development Project Manager	2004	On-going	N/A
Develop and Implement Marketing Program	Development Project Manager	2004	On-going	\$25,000
Create Business Recruitment and Retention Program	Development Project Manager	2004	On-going	\$25,000
Develop Historic Use / Historical Architecture Plaque Program	Development Project Manager	2004	2005	\$5,000

C R E D I T S

CITY OF LONG BEACH - CITY COUNCIL

Val Lerch - Council Member, 9th district
 Robert Webb - Council Member, 8th district
 Jerry Caligiuri - Council Staff, 8th district
 Betsy Elder - Council Staff, 8th district
 Dan Pressburg - Council Staff, 9th district

CITY OF LONG BEACH - REDEVELOPMENT AGENCY

Jane Netherton - Chair & Board Member
 John Gooding - Vice Chair & Board Member
 William E. Baker - Board Member
 Alan Burks - Board Member
 Thomas Fields - Board Member
 Neil McCrabb - Board Member
 Rick Meghiddo - Board Member
 Melanie Fallon
 Barbara Kaiser
 Lee Mayfield
 Jae Von Klug
 Rob Ferrier
 Aldo Schindler

NORTH LONG BEACH - PROJECT AREA COMMITTEE (PAC)

Martha Thuente - Chair
 Linda Ivers
 Laurie Angel
 Jon Cicchetti
 Robert Stewart
 Christine Applequist
 Charles Sudduth
 Victor Avila
 Frank Mejia

CITY OF LONG BEACH

Linda Summers - Economic Development
 Sandra Gonzalez - Public Works
 Marlene Arrona - Police Department
 Ruthann Lehrer - Planning and Building
 Eleanore Schmidt - Library
 Nancy Messineo - Library

CONSULTANT TEAM - FIELD PAOLI

Frank Fuller, FAIA
 Tanu Sankalia
 Cynthia Morales
 Rafi Sarkis